

Application No.: 09/933,927

2

Attorney Docket No.: 57717200-600

**AMENDMENTS****In the Claims:**

This listing of claims replaces all prior versions, and listings, of claims in the application.

Claims 1-27 (cancelled).

28. (New) A method of creating a television presentation enhancement comprising:  
accessing a platform independent enhancement file containing elements, attributes of said elements, and trigger information specifying at least one event wherein said enhancement is rendered in synchrony with at least one image of a video presentation;  
applying a first parsing script to said enhancement file to produce a first output file that provides rendering of said enhancement in synchrony with said at least one image in a web browser having an embedded media player; and  
applying a second parsing script to said enhancement file to produce a second output file that provides rendering of said enhancement in synchrony with said at least one image on a specific television platform.

29. (New) The method of claim 28 wherein said enhancement file further comprises:  
XML compliant tags for elements, triggers, and administrative information comprising enhancement file name and enhancement file creation date.

30. (New) The method of claim 28 wherein said television enhancement file is a text file.

31. (New) The method of claim 28 further comprising:  
displaying said first output file in a browser window.

32. (New) The method of claim 28 wherein said step of applying a second parsing script

Application No.: 09/933,927

3

Attorney Docket No.: 57717200+600

further comprises:

specifying a version of HTML for said second output file.

33. (New) The method of claim 28 wherein a link is associated with at least one of said elements.

34. (New) The method of claim 28 wherein said attributes of said elements further comprises:

a z order value for at least one of said elements.

35. (New) The method of claim 28 wherein said first parsing script is an XSL transformation file.

36. (New) The method of claim 28 wherein said second parsing script is an XSL transformation file.

37. (New) The method of claim 28 wherein said enhancement file contains a change text function.

38. (New) The method of claim 28 wherein said second parsing script imports HTML code into said second output file.

39. (New) The method of claim 28 wherein accessing said enhancement file further comprises:

accessing a database containing user and project administration information, page layout information and trigger creation information.

40. (New) The method of claim 28 wherein said second parsing script is operable to translate a color value.

41. (New) The method of claim 28 further comprising:

editing said platform independent enhancement file to specify elements and attributes of said

Application No.: 09/933,927

4

Attorney Docket No.: 57717200-1600

elements.

42. (New) A parser for producing a platform specific television enhancement file comprising:

a function that accesses a platform independent file containing project information, a description of an element, the position of said element, and a time at which said element may be rendered.

a function that creates an HTML header containing said project information;

a function that places said position of said element between division tags in an HTML output file if said element is either a text element or a graphic element;

a function that inserts JavaScript code if said element is an imported element.

a function that embeds a media player in an HTML file if said element is a television element;

a function that updates an address at which said element may be accessed; and

a function that creates and stores triggers in a JavaScript array.

43. (New) The parser of claim 42 wherein said parser is XSL compliant.

44. (New) The parser of claim 42 further comprising:

a function that imports HTML code.

45. (New) The parser of claim 42 further comprising:

a function to translate color value.

46. (New) A television enhancement produced by the steps of:

accessing a database containing a platform independent enhancement file comprising elements, attributes of said elements, and

trigger information specifying at least one event when said enhancement is rendered in synchrony with a video presentation;

selecting one parsing program from a plurality of parsing programs each parsing program

Application No.: 09/933,927

5

Attorney Docket No.: 57717200-600

supporting a specific platform;

parsing said platform independent enhancement file using said one parsing program to produce an output file that may be viewed with a specific platform; and  
saving said output file.

47. (New) The television enhancement of claim 46 wherein said enhancement file is XML compliant.

48. (New) The enhancement file of claim 46 wherein said step of parsing further comprises: applying an XSL transformation to said enhancement file.

49. (New) The enhancement file of claim 46 wherein said step of parsing further comprises: translating a color value associated with one of said elements.

50. (New) A system for developing television enhancements comprising:  
a computer  
a database;  
a web browser;  
a first parser that parses a platform independent enhancement file contained in said database and that produces an output that may be viewed employing said browser ; and  
a second parser that parses said platform independent enhancement file contained in said database and that produces an output that may be viewed employing a specific television platform.

51. (New) The system of claim 50 further comprising:  
a component that embeds a media player in said browser if said enhancement file contains an element representative of a television image.

52. (New) The system of claim 50 wherein said parser scans a list of elements and produces a change text function for elements with a text area tag.

Application No.: 09/933,927

6

Attorney Docket No.: 57717200-600

53. (New) The method of claim 28 wherein said first parsing script includes a routine that scans a list of elements and produces a change text function for elements with a text area tag.

54. (New) The method of claim 28 wherein said second parsing script includes a function to translate a color value dependent on said specific television platform.

55. (New) The parser of claim 42 further comprising:  
a routine that scans a list of elements and produces a change text function for elements with a text area tag.

56. (New) The parser of claim 42 further comprising:  
a routine that translates a color value dependent on a specific television platform.

57. (New) The parser of claim 51 wherein said television enhancement file further comprises:  
an element that specifies a screen location for the media player.